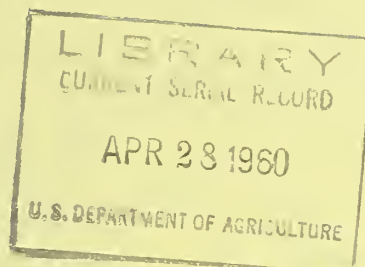


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FOOD PREVIEW



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Review

A summary of the food outlook especially designed to give maximum advance information to food editors to help them plan food features.

U. S. Department of Agriculture
Agricultural Marketing Service

April 13, 1960
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MEAT.....Production is forecast at 27.8 billion pounds--slightly above last year--but consumption is expected to dip about a pound below the 159.6 pounds per person level rung up in 1959.

Beef.....Fed cattle marketings are expected to continue large in the next few months, but much of the increase in slaughter this summer and fall will be in grass cattle.

Pork.....Though hog slaughter has, at times, fallen below last year's rate, it has run about 8% ahead of the first quarter of 1959. This summer and fall slaughter will come mostly from the 1960 spring pig crop which farmers planned to reduce by 11%.

Lamb.....During most of the spring it is probable that slaughter of sheep and lambs will continue smaller than a year earlier. However, no change is expected in the rate of consumption from last year's level of 4-1/2 pounds per person.

POULTRY:

Broiler-----Supplies are expected to run below last year's levels over the next couple of months or so.

Fryers

Turkeys-----If growers carry out their earlier intentions, this year's turkey crop will be about 6% greater than last year's record 82 million birds.

Eggs-----Supplies over the next couple of months are expected to continue below a year earlier.

DAIRY.....Milk output, currently running slightly above 1959 levels, is heading toward its seasonal peak, so supplies of milk and dairy products will continue plentiful in the months ahead.

VEGETABLES:

Fresh.....Estimates of spring production--which do not include melons--run about 5% below a year earlier and 2% below average. Prospects are for substantially smaller supplies of tomatoes and lettuce and smaller crops of broccoli, cabbage, peas, asparagus, beets, cucumbers and carrots. But these reductions are partially offset by large increases in celery, onions and snap beans, and smaller increases in peppers, cauliflower, sweet corn, spinach, eggplant, and shallots.

Processed.....Prospective planted acreage for 7 vegetables for processing runs about 2% larger than last year and 7% below average. Indicated acreage increases for green lima beans are 15%; snap beans, 6%; contract acreage for kraut, 14%; and green peas, 5%. Reductions include sweet corn, 3%; winter and early spring spinach, 7%; tomatoes, 1%. But actual planted acreage may vary somewhat from early estimates. Canned vegetable supplies are somewhat below a year ago, but excepting sauerkraut, other leading items appear in ample supply for demand.

Frozen.....March 1 cold storage holdings stood at 675,000,000 pounds, or only 12,000,000 pounds below a year ago. In biggest supply, compared with a year earlier, were green peas, French fries, and spinach.

Potatoes.....Early spring production is now estimated about 9% greater than last year, but slightly below average. For last crop, acreage is about a tenth above last year. Sweet potatoes: Supplies remaining from the 1959 crop are considerably larger than a year earlier. Meanwhile, growers plan to reduce this year's acreage by about 16%.

FRUITS:

Fresh.....Strawberry prospects in the early spring States of Louisiana, Alabama, and Texas, are down somewhat from last year, due to reduced acreage. Heavy movement from Louisiana, largest producer of these three States, is expected after mid-April. California acreage is down from last year and about average. Shipments have already begun, and now increasing, and peak shipments are expected in May. Supplies of oranges remaining on April 1 were about 5% below a year ago. Grapefruit supplies also were about a fifth below last year's. Remaining supplies of lemons are down slightly from 1959. Cold storage stocks of apples on March 1 were a fifth less than last year, and pears down about 30%.

Processed.....The frozen orange concentrate pack on March 26 was about 2,000,000 gallons smaller than at that time last year, due mainly to the in Valencias reaching maturity for processing. However, due to the increased carryover stocks last fall, packers' stocks continued considerably larger than a year ago. Supplies of processed cranberries, especially canned, continue unusually large at present. Supplies of canned freestone peaches also remain quite heavy. Holdings of frozen fruits March 1 stood at 373,000,000 pounds--slightly larger than average for that date but 8% below a year earlier.

The Plentiful Foods Program

The Agricultural Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

CEREAL AND MILK SPRING FESTIVAL....April 1 - 30
INDUSTRY ICE CREAM PROMOTION.....May 1 - 31
NATIONAL FROZEN FOODS WEEK.....May 7 - 14
JUNE DAIRY MONTH.....June 1 - 30